

ABOUT PLAYS AND PLAYERS

BIDE DUDLEY

At the end of this week Mark Luescher, for five years of the theatrical producing firm of Werba & Luescher, will pack his grip and leave for Chicago ahead of Montgomery and Stone and "Chin-Chin." Unless something unforeseen occurs Mr. Luescher will do the advance work for this attraction all season. Louis F. Werba will continue to occupy the fifth floor of the New York Theatre Building and will look after any matters that might concern the firm. It is understood, however, that A. L. Branger has work for him to do. While it would seem that the departure of Mr. Luescher would mean the end of the firm, both parties say it doesn't necessarily. Mark Luescher, recognized as one of the ablest publicity men in the theatrical business, hasn't been out ahead of a show since he quit "Ben Hur" twelve years ago. It was about that time that Mr. Werba and he headed up the New York Roof and called it Wistaria Gardens. There they brought out Elaine Janis, then a child actress. Mr. Luescher was once manager of the New Amsterdam Theatre and later became head of Martin Beck's Orpheum circuit press department. Mr. Luescher left the Beck office to join hands with Mr. Werba again and produce "The Spring Maid," with Christie MacDonald as the star, in 1910. After that came a number of plays, both musical and dramatic. The firm finally met with reverses and went into bankruptcy.

CRANE REPRESENTS CITY.
William H. Crane has been delegated by the City Administration to represent Greater New York at the meeting of the League of the Cities to be held in San Francisco tomorrow. The object of the league is to promote civic drama and other forms of civic art. Plans for giving opera dramatic productions in various of the cities will be discussed.

A POETESS COMES TO LIGHT.
Comet Edith Mayne of the Famous Players Company with an original poem entitled "The Tears of a Child." It's a sad one. Read it:

Why does you have, my little one,
Those tears that come so soon?
Do you cry, my little one,
For some reason or no?
And why, oh why, my precious one,
Do you cry so soon?
I'll tell you, my little one,
The world is a sad one.

SHALL PUBLISH MUSIC.
Bernard Granville states that he has sold Elizabeth Maybury an interest in his music publishing business in West Forty-fifth Street. The music business is a new line for Miss Maybury.

"OH, SPLASH!"
(A musical comedy taken from life.)
Time: 1 A. M. Place: The ocean off Atlantic City.
A man (A retired person in a bathing suit) swims into the ocean and swims a portion of it. He seems to be Walter Sloane.)
Hooray.

Come on in, folks. The water's fine. (Enter Pauline Frederick, Clara Joel, Mabel Morrison, Beatrice Noyes, Julian Hittings, Richard Bennett, Forrest Winsart, Jack Dillon and Julian Aubert. All dive and then scramble out on sand.)

Miss Frederick:
How do you like the ocean?

All:
It's a fine old ocean.
(Cue for musical number, "It's A Fine Old Ocean." Anhalt and girls.)

Anhalt:
When it's summer time in Jersey then I often
Go to a little spot in the old Atlantic
I specially like my bathing suit and jump into
The sea.
I've something to tell you, and I know
That you'll agree.

Chorus:
It's a fine old ocean, a fine old pond,
Swimming in the ocean I can, very, very fond,
You see the children splashing and you see the
Children drown.
This song is simply awful, so I guess I'll cut it
out.

(All exit but Clara.)

Voice Of Stage:
Cups, Clara! Into the water in that
one-piece suit.

(Splash.)

Curtain.

GOSSIP.

Locher Murray will be company manager for Harry Lander.

Mrs. A. H. Woods will start for Yellowstone Park in her auto Monday.

Cyril Maude will sail for America from London on the St. Louis Aug. 21.

The Hippodrome chorus is rehearsing in the Seventy-first Regiment Armory.

A second company in "The Girl Who Smiles" will be sent on tour.

The Moss Motion Picture Corporation is making a film of "The Salesman."

Frank Reid will go ahead of "The

Girl From Utah" and Percy Heath of "Watch Your Step."

Jean Newcomb has returned from an auto trip through the Berkshires a changed woman.

Francis Wilson, arrived from California yesterday. He didn't go to Honolulu.

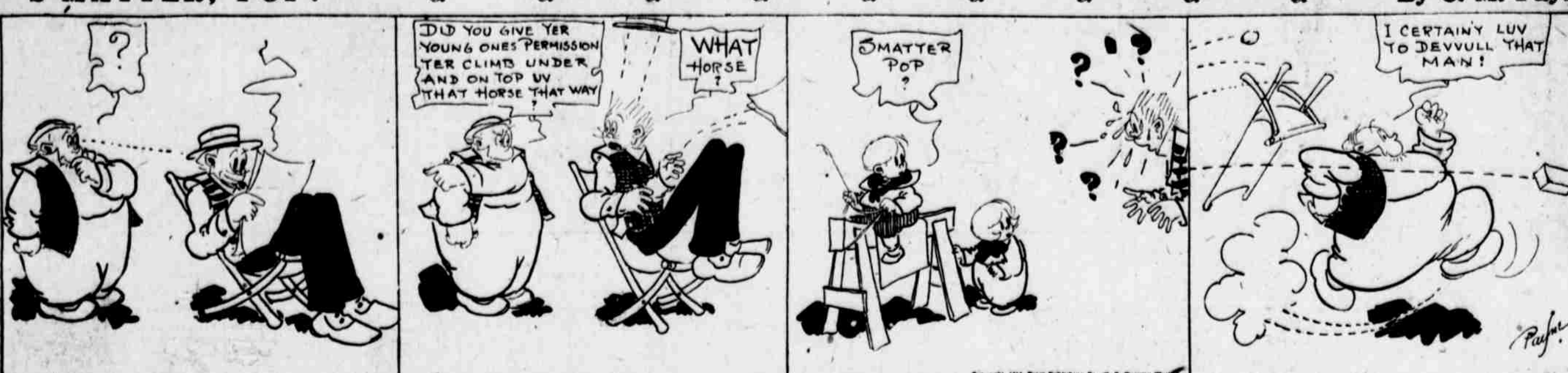
Mr. and Mrs. Emanuel Klein, parents of Mrs. Charles Klein, will celebrate their thirty-third wedding anniversary at their home, No. 41 West One Hundred and Forty-eighth Street, Thursday evening.

A private Pullman will leave New York for Los Angeles tomorrow, bearing the "New Hampshire" company. Winchell Smith, one of the authors, will go along to stage the play.



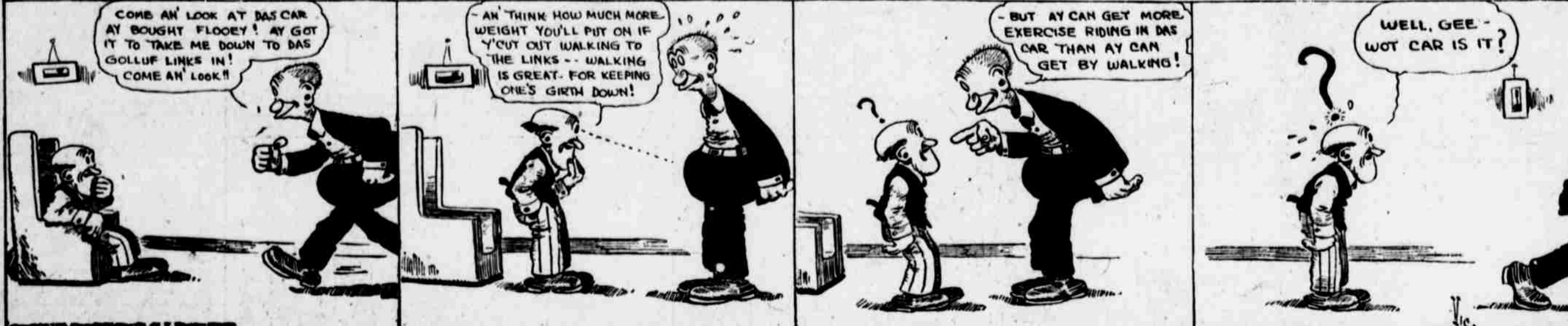
"S'MATTER, POP?"

By C. M. Payne



FLOOEY AND AXEL—Probably Axel Didn't Think of It When He Bought the Car, but What's the Diff?

By Vic



KITTY KEYS—There Doesn't Seem to Be Much Room for Argument in This Case!

By Thornton Fisher



TUMBLE TOM—He Tumbles Right Into a Real Feast!

By Eleanor Schorer



MARY DOANE'S SUCCESS—No. 14—How She Applied Her "Raise"

By Betty Vincent



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